GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:365
ANSWERED ON:14.12.2001
DEMAND OF PLANTATION CROPS
P.C. THOMAS

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) whether there is a great demand for plantation crops in foreign countries; (

(b) if so the steps being taken by the Government to increase the exports of plantation crops such as pepper, coffee, tea, cardamom and rubber; (

(c) whether smuggling of some of these produces has caused decline of demand in some foreign countries; and (

(d) if so, the steps taken by the Government in this regard?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN PARTS (A) TO (D) OF LOK SABHA STARRED QUESTION NO.365 RAISED BY SHF THOMAS FOR ANSWER ON 14TH DECEMBER, 2001.

(a) Tea, Coffee, Cardamom and Pepper are export oriented commodities and they are in demand in the foreign countries. More than 90% of rubber, another plantation crop, produced in the country, however is consumed domestically.

(b): Some of the steps taken by the Government for export of these commodities are:

Tea:

- Registration of Tea Board Logo and Specialty Tea Logo in major tea importing countries,

- Field sampling at specialty stores and in principal markets;

- Media campaign to increase consumer awareness of specialty Indian Teas and to popularize the Tea Board marketing symbol.

- As orthodox tea is in greater demand in the world market, Government has approved the Scheme for providing financial incentives to support manufacturers to switch over to orthodox tea manufacturing from CTC manufacturing by Upgradation/conversion of machinery.

- A Quality Upgradation Programme in the Nilgiris district of Tamil Nadu for improving quality of tea manufactured by small growers is being implemented by Tea Board.

- Tea Board has also entrusted a study to an international consultant to prepare a medium term export strategy for boosting exports of tea.

Coffee

- Using newly designed logo for Indian coffee as a promotional tool and also as a bench mark for quality certification.

- Coffee Board is encouraging large growers to produce specialty coffee which fetches premium in the world market.

- Sponsoring trade delegations, releasing advertisements on unique features of Indian commodities in overseas trade journals.

- Coffee Board will be organizing an International Coffee Festival in February`2002 to provide wide exposure for Indian coffee industry in the international arena.

- Institution of export excellence awards for top Indian coffee exporters.

- Coffee Board is implementing medium term export strategy to sustain and gain market share in the key markets as also to improve the competitiveness of Indian coffee in the global markets over the next five years.

Rubber

- Rubber Board has been encouraging export of Natural Rubber through various promotional measures. However, export of NR is insignificant as international price of NR is less than domestic price most of the times.

- To boost the export of rubber, a number of steps like continuing interaction with trade and industry to identify and deal with problems related to exports, extension of marketing development assistance to the exporting community for participation in trade fairs/exhibitions and organization of buyer-seller meets and the other market promotional activities are being taken.

- Government has recently approved a scheme for export promotion of NR with an outlay of Rs.9.20 lakhs. The scheme inter-alia provides for financial assistance to exporters of all grades and varieties of rubber for quality improvement, certification, packaging, transportation, market study, participation in international fairs/exhibitions.

PEPPER AND CARDAMOM

- Generic promotional activities such as promotion of Indian cuisine abroad, brand promotion, value addition, quality improvement and market promotion.

- Cultivation of major spices including pepper is being encouraged through service providers in agri export zones.

- Thrust is being given on organic production of spices including pepper in traditional and non traditional areas and

- Support is provided for marketing of organic pepper.

(c) : No, Sir.

(d): Does not arise.